



U.S. Army 2005 MWR Leisure Needs Survey Results

**Natick RDE Center
Massachusetts**

BRIEFING OUTLINE

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▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

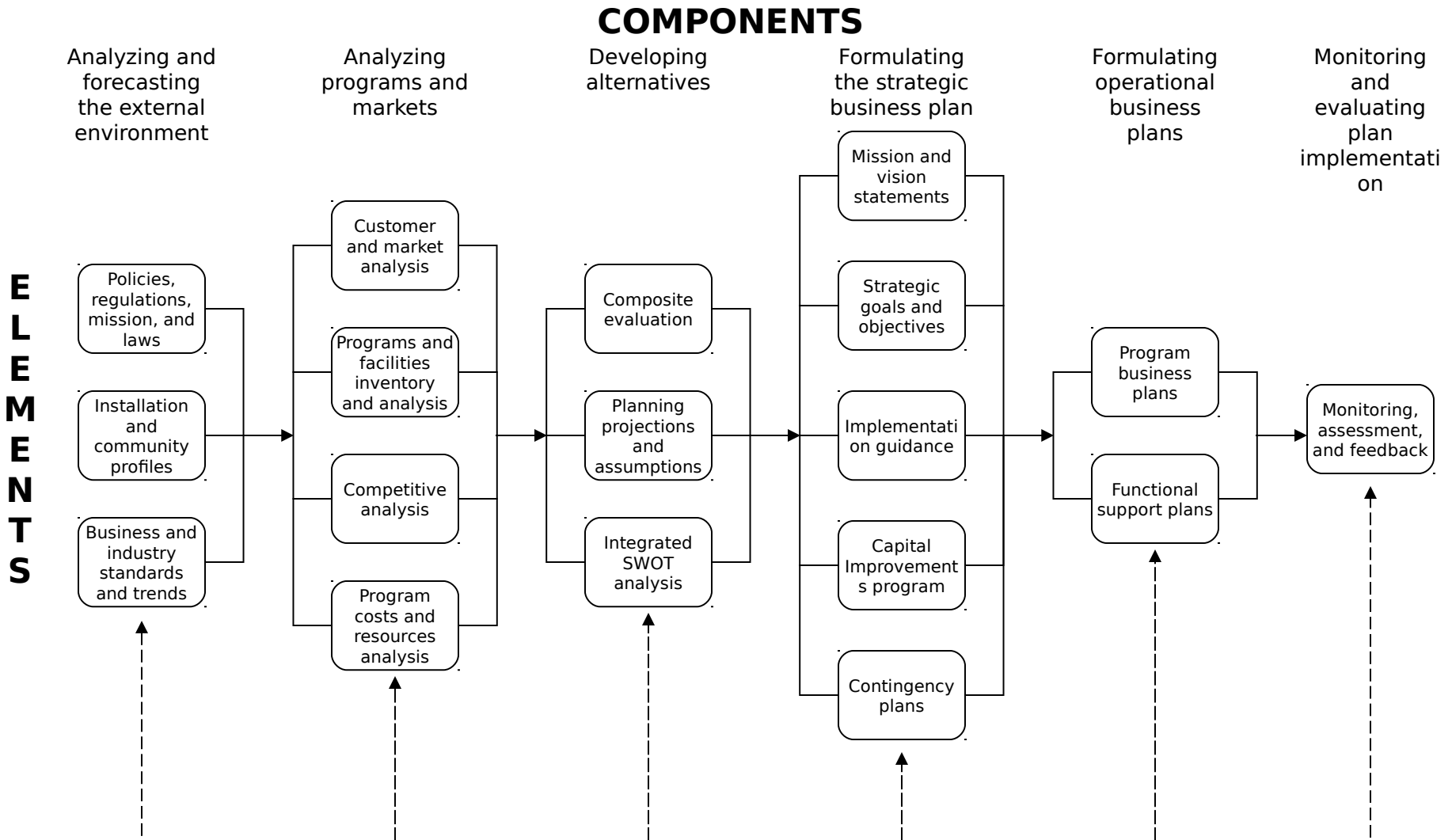
- MWR Programs and Facilities
- Leisure Activities

▮ **NEXT STEPS**

PROJECT OVERVIEW

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MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

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▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 1,034 surveys were distributed at Natick RDE Center



▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

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□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
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Active Duty	27	27	3	11.11%	±53.34%
Spouses of Active Duty	469	46	9	19.57%	±32.35%
Civilian Employees	2,000	829	184	22.20%	±6.88%
Retirees	137	132	37	28.03%	±13.76%
Total	2,633	1,034	233	22.53%	±6.13%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

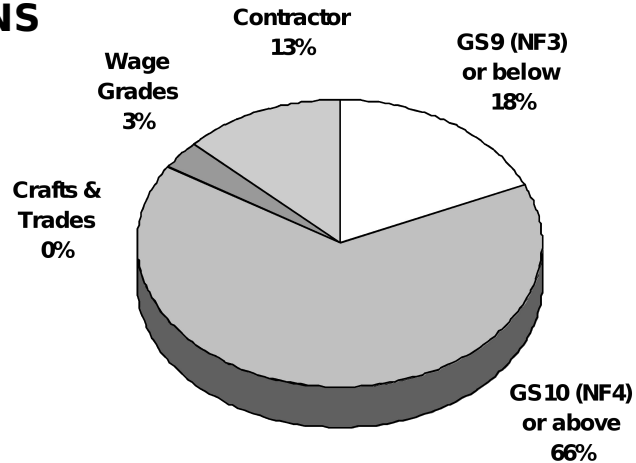
**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

PATRON SAMPLE*

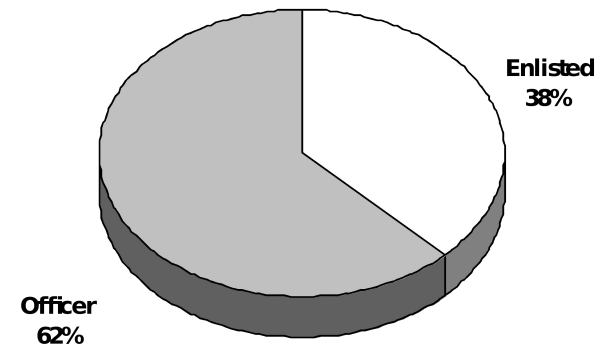
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RESPONDENT POPULATION SEGMENTS

CIVILIANS (n = 180)



RETIREEES (n = 32)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

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▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT NATICK RDE CENTER

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MOST FREQUENTLY USED FACILITIES

Post Picnic Area	44%
Recreation/Community Activity Ctr.	36%
Swimming Pool	26%
Athletic Fields	19%
BOSS	1%

LEAST FREQUENTLY USED FACILITIES

BOSS	1%
Athletic Fields	19%
Swimming Pool	26%
Recreation/Community Activity Ctr.	36%
Post Picnic Area	44%

MWR PROGRAMS & FACILITIES: SATISFACTION AT NATICK RDE CENTER*

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FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Swimming Pool	4.52
Post Picnic Area	4.03
Athletic Fields	4.00
Recreation/Community Activity Ctr.	3.52
BOSS	3.00

FACILITIES WITH LOWEST SATISFACTION RATINGS*

BOSS	3.00
Recreation/Community Activity Ctr.	3.52
Athletic Fields	4.00
Post Picnic Area	4.03
Swimming Pool	4.52

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT NATICK RDE CENTER*

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FACILITIES WITH HIGHEST QUALITY RATINGS*

BOSS	5.00
Swimming Pool	3.95
Athletic Fields	3.78
Post Picnic Area	3.68
Recreation/Community Activity Ctr.	3.45

FACILITIES WITH LOWEST QUALITY RATINGS*

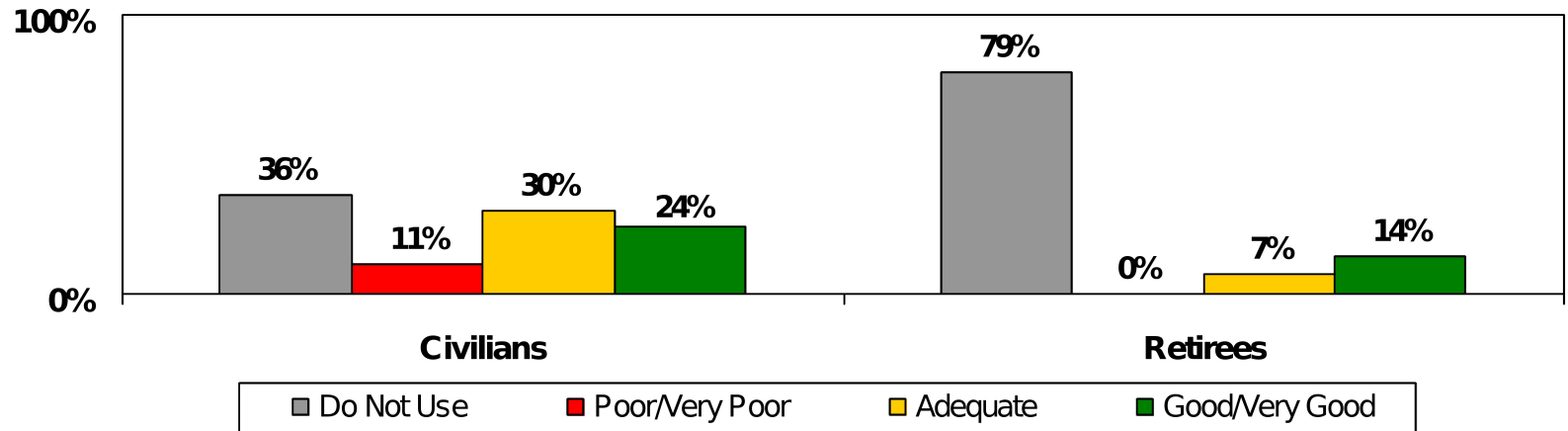
Recreation/Community Activity Ctr.	3.45
Post Picnic Area	3.68
Athletic Fields	3.78
Swimming Pool	3.95
BOSS	5.00

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

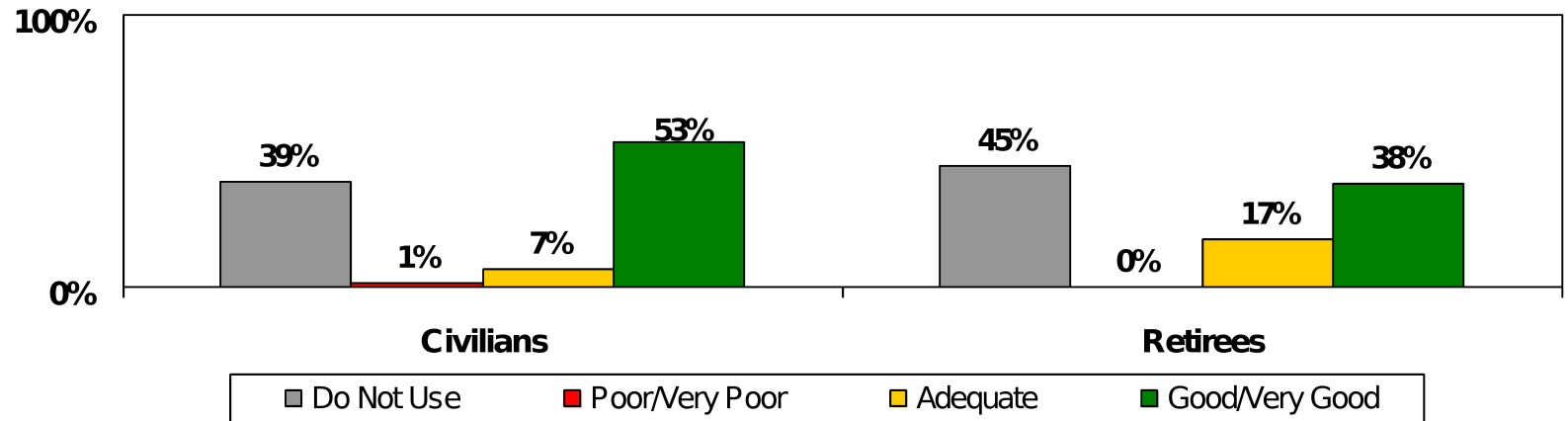
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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Quality of On-Post Services



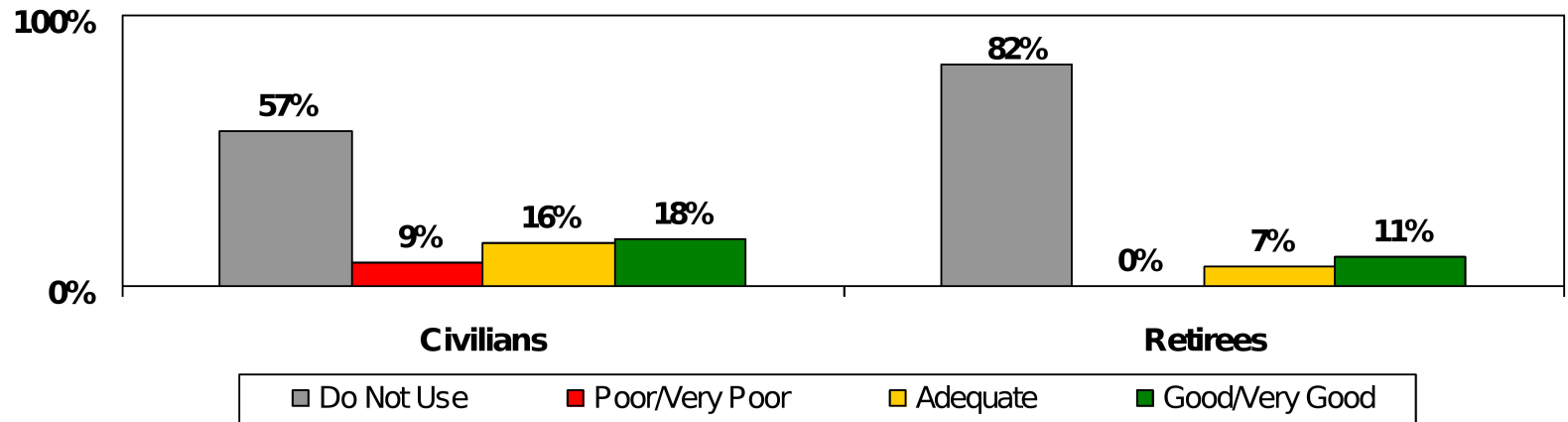
Quality of Off-Post Services



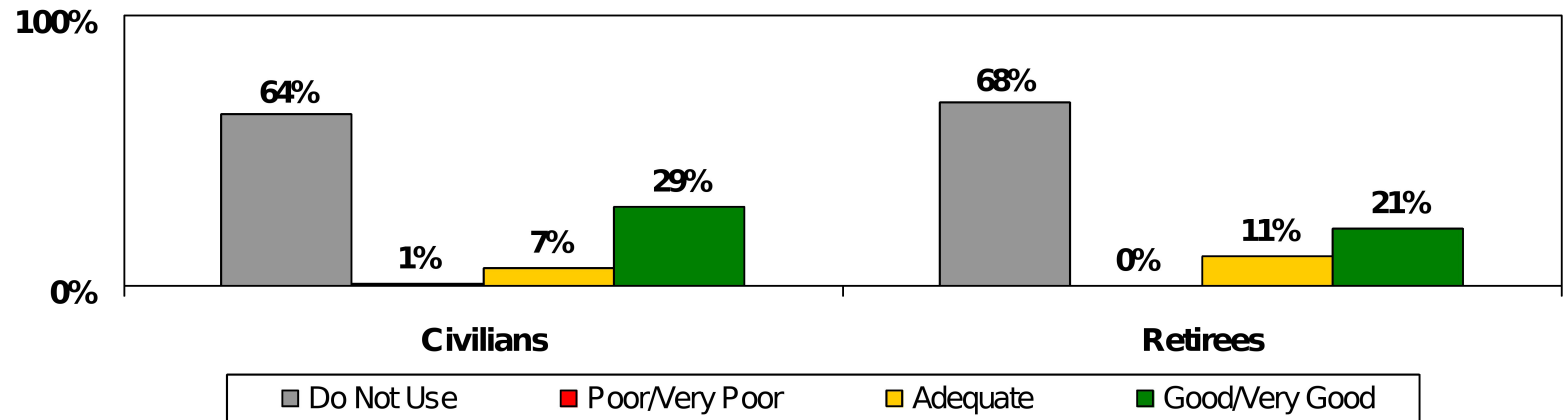
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

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Quality of On-Post Services



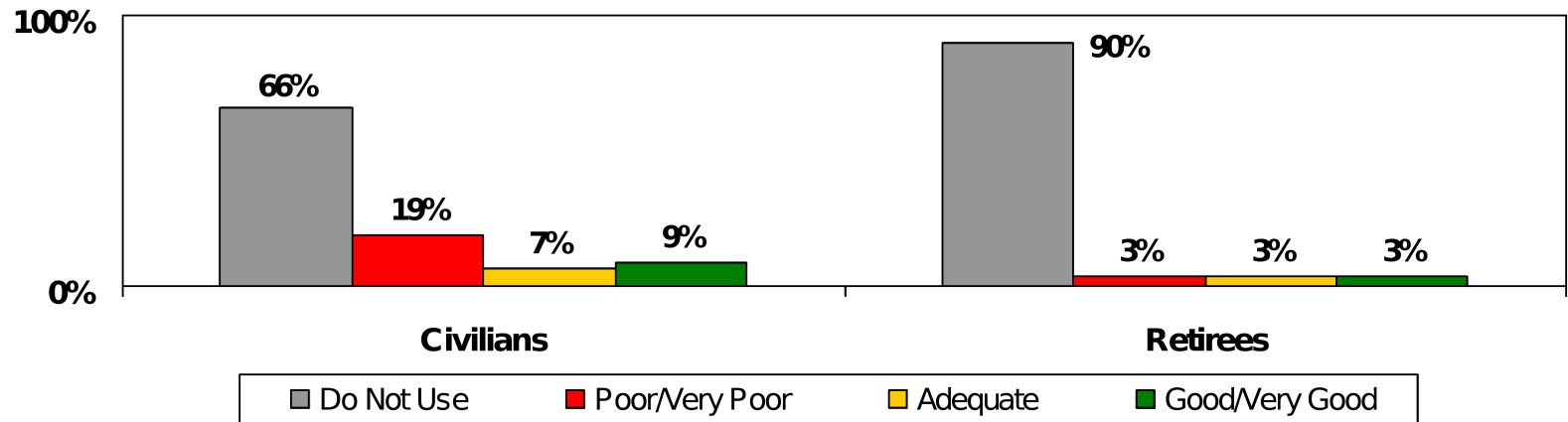
Quality of Off-Post Services



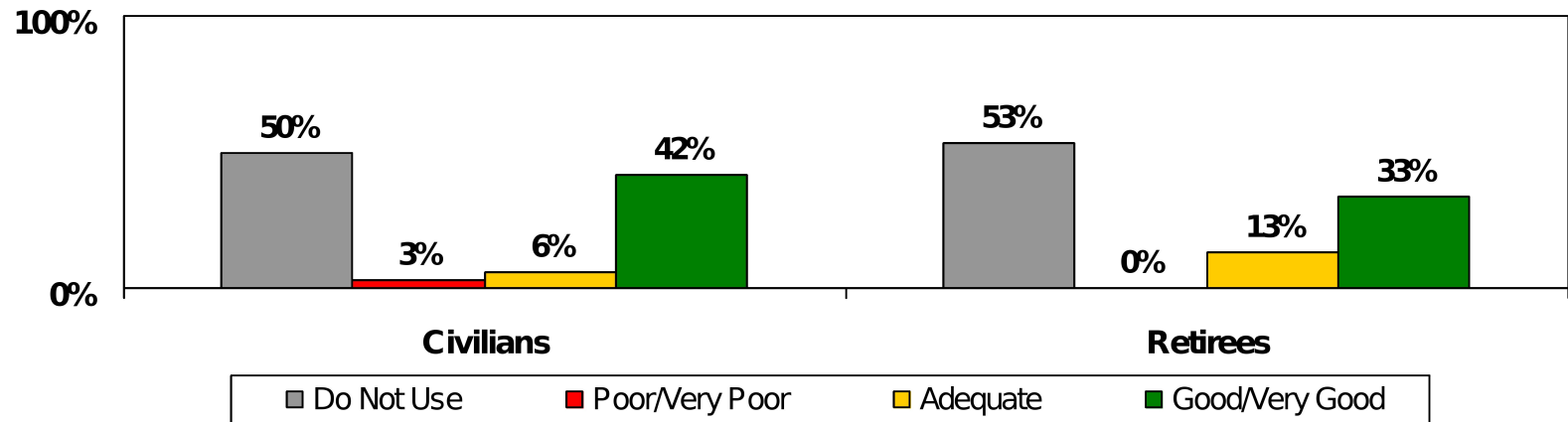
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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Quality of On-Post Services

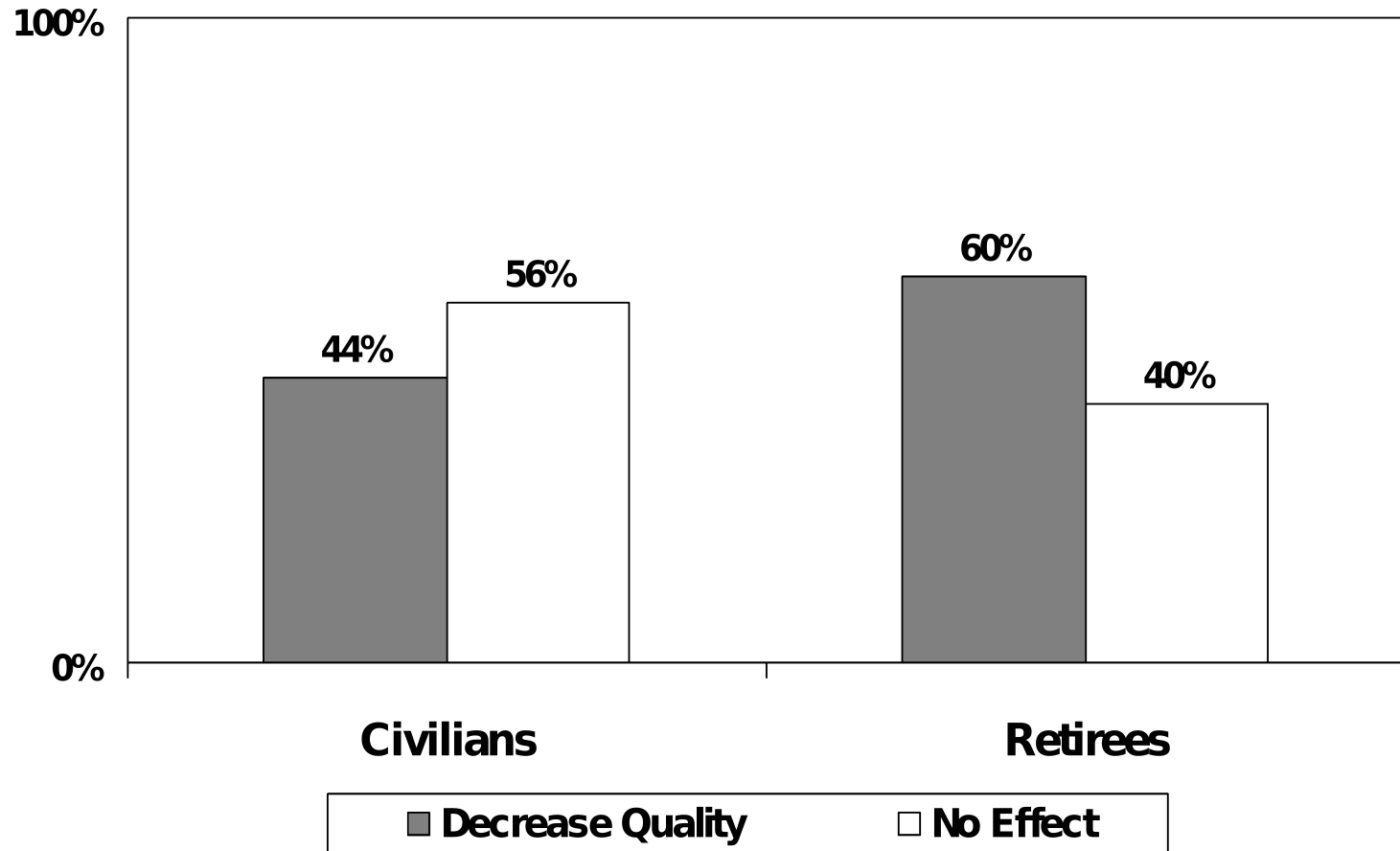


Quality of Off-Post Services



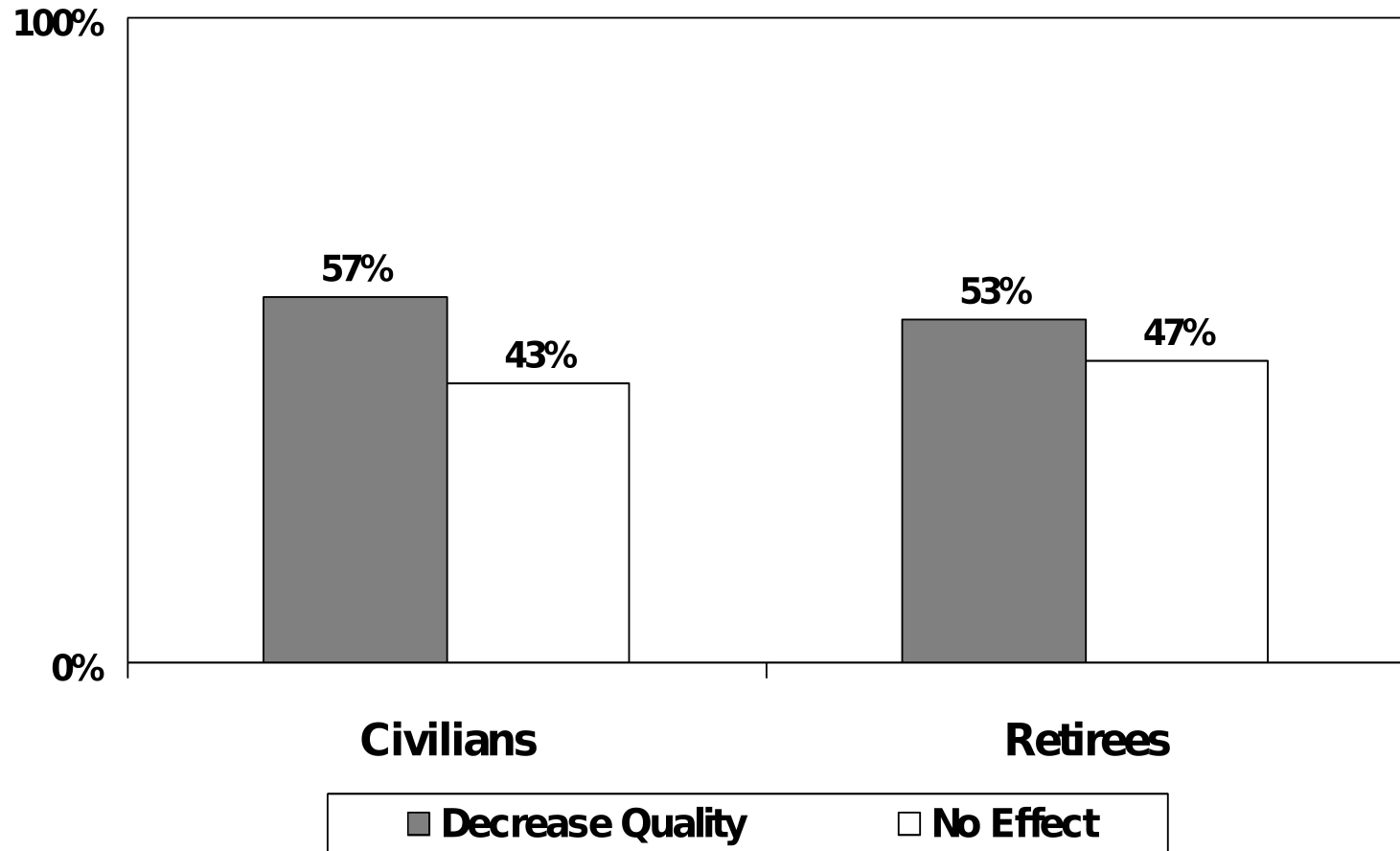
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	81%
Athletic Fields	53%
Swimming Pool	49%
Child Development Center	48%
Library	47%
Post Picnic Area	46%
Recreation/Community Activity Center	44%

RV Park	72%
Golf Course Pro Shop	65%
Bowling Pro Shop	60%
Car Wash	58%
Golf Course Food & Beverage	53%
Arts & Crafts Center	48%
Cabins & Campgrounds	45%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

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WHERE DO YOU GET INFORMATION?	CIVILIANS	RETIREEES	TOTAL
Internet	18%	13%	15%
E-mail	70%	16%	59%
Friends and neighbors	20%	16%	17%
Family Readiness Groups (FRGs)	0%	0%	2%
Bulletin boards on post	28%	9%	25%
Post newspaper	10%	9%	11%
MWR publications	5%	13%	5%
Radio	1%	0%	0%
Television	1%	0%	1%
My child(ren) let(s) me know	1%	0%	1%
Other unit members or co-workers	20%	9%	17%
Unit or post commander or supervisor	3%	0%	3%
Marquees/billboards	6%	0%	7%
Flyers	20%	19%	20%
Other	13%	28%	13%
I never hear anything	5%	34%	16%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	82%
Going to movie theaters	81%
Entertaining guests at home	78%
Internet access/applications (home)	68%
Live entertainment	68%
Cardiovascular equipment	65%
Walking	64%
Plays/shows/concerts	63%
Special family events	60%
Going to beaches/lakes	60%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	81%
Entertaining guests at home	77%
Going to movie theaters	72%
Internet access/applications (home)	69%
Festivals/events	66%

Top 5 for Retirees

Walking	91%
Entertaining guests at home	86%
Watching TV, videotapes, and DVDs	77%
Card/table games	67%
Going to movie theaters	67%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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Team Sports

Softball	16%
Basketball	9%
Self-directed sports tournaments	6%
Soccer	5%
Volleyball	5%

Outdoor Recreation

Going to beaches/lakes	60%
Picnicking	49%
Camping/hiking/backpacking	38%
Bicycle riding/mountain biking	35%
Canoeing/kayaking/rafting	21%

Social

Entertaining guests at home	78%
Special family events	60%
Night clubs/lounges	44%
Dancing	42%
Happy hour/social hour	41%

Sports and Fitness

Cardiovascular equipment	65%
Walking	64%
Weight/strength training	50%
Group exercise classes	37%
Running/jogging	35%

Entertainment

Watching TV, videotapes, and DVDs	82%
Going to movie theaters	81%
Live entertainment	68%
Plays/shows/concerts	63%
Attending sports events	57%

Special Interests

Internet access/applications (home)	68%
Gardening	53%
Digital photography	41%
Computer games	28%
Trips/touring	25%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reference/research services	29%	N/A	29%
Reading	25%	N/A	25%
Internet access (library)	25%	N/A	25%
Study/self development	18%	N/A	18%
Softball	12%	3%	16%
Multi-media (videos, DVDs, CDs)	12%	N/A	12%
Lap swimming	9%	10%	19%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	4%	6%	58%	68%
Gardening	0%	3%	50%	53%
Digital photography	2%	13%	26%	41%
Computer games	1%	2%	25%	28%
Trips/touring	0%	25%	0%	25%
Automotive maintenance & repair	3%	6%	13%	23%
Auto detailing/washing	0%	7%	13%	20%

*Top 7 special interest activity preferences ranked by overall participation.

NEXT STEPS

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▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)